

AMENDMENT UNDER 37 C.F.R. § 1.111
U.S. APPLICATION NO. 09/699,554
ATTORNEY DOCKET NO. Q61559

**Please delete the present Abstract of the Disclosure and replace it with the following
new Abstract of the Disclosure.**

An advertisement method considers the circumstances of individual users. This invention comprises a received advertisement database which stores advertisement data; a time obtaining section which obtains the present time; a preference obtaining section which obtains preferences of a user; a position obtaining section which obtains the present position of an advertisement receiver; an advertisement storage processor which sets selection standards for received time, user's receive position, and preferences, selects advertisement data satisfying all the selection standards from the received advertisement data, and stores them in a received advertisement database; an advertisement extracting section which evaluates the time, position, and preferences of the advertisement data stored in the received advertisement database based on the reproduction time, the reproduction position of the user, and user's preferences, and extracts advertisement data in order of the highest evaluations; and an advertisement presenting section which presented the extracted advertisement data to the user.

a2